



Artesia General Hospital 

# 2023 Year in Review

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# Celebrating Employees

Artesia General Hospital welcomed

**190** new hires in 2023,  
including 10 new  
providers

Top recommended  
hospital in New Mexico



Halie Estrada breaks  
her own record of

**265**

mammograms during  
the month of October

## Employees of the Quarter



**Derek Pacheco**  
Maintenance Plant  
Operations Department



**Jessica Weathers**  
Quality/Risk Department



**Luis Luna**  
Dietary

# Celebrating Employees

## AGH Recognition Days, Weeks and Months

Nurses Week  
May 6-12



Surgical  
Technologists Week  
September 17-23



September 10-16  
Environmental  
Services Week

September 19

IT Professionals Day



## Employees Featured Online and in Our eNewsletter



# Awards



Recognized for our commitment to supporting NMDOH vaccination efforts



Lab wins American Heart Month contest

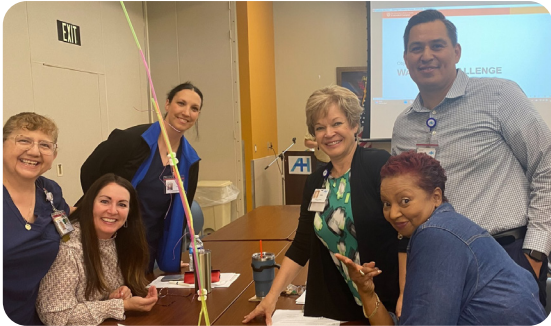
## 2023 Employee Choice Awards Winners and Years of Service Awards

The 2023 Employee Choice Awards were celebrated in April and recognized team members who consistently go above and beyond for their neighbors, patients, families and each other. Winners were nominated by their colleagues and members of the community who have witnessed their incredible work. We also routinely recognize employees with Years of Service Awards.



# Celebrating Employees

## Leadership Training



## Graduates of Our Certified Medical Assistant Program

## Patient Recognizes MRI Technologists Katie Beckman and Jamie Valenzuela

## Retirements

### Doreen Deleonard *Physical Rehabilitation*



### Dr. Marino *Podiatry*



# Grapevine

September and October 2023

All my care has been excellent. I already feel better than I have felt in a long time.

I would like to thank everyone for the good care.

My care at Artesia General Hospital is always good. I tell everyone that this is a good hospital.

I was impressed by your hospital. Everyone was nice. The hospital is clean, and staff are competent.

You have an awesome hospital. I love you guys. Artesia General Hospital is the best.

Thanks from the bottom of my heart.

The care here is fantastic. Seems like I just snap my fingers, and someone is here to help me.

The care is awesome! Dr. Wan, the nurses, nursing assistants, and therapists are all outstanding. Better than another hospital where I have been a patient.

# Called Out By Name

Dr. Wan

Robert

Dr. Nesh

Dr. Mann

Nursing Dept

Dr. Liu

Dr. Weitz

Linda Pointdexter

Vicky

Dr. Zhong

Sarah

Deion Wesson

Matt Kaiser

Sarah

Dr. Salgado

Michael Parr

Dr. Baca Sr.

Charity

Dr. Baca Jr.

Hannah

Kitchen Staff

Randall



# Grapevine

November and December 2023

I'm so happy I'm here at Artesia General Hospital. All your staff have been taking good care of me.

This has been the best experience I've ever had in a hospital.

You have wonderful doctors and nurses here. They are taking such good care of me.

From pre-op to discharge, my every need was taken care of. Here in Artesia, NM we are blessed to have all these doctors—the best Orthopedics in the State!

They are the kindest people who have ever taken care of me.

I always recommend your hospital in Artesia. It's more than a job for your staff—they care about the patients.

I'm so impressed with every part of my care at Artesia General.

I come from here from out of town because the care I have here is so much better than care in other hospitals.

I want to give a shout out to your staff! They all were exceptional. Especially RNs Jennifer and Brenda + the man who brought me my breakfast and lunch.

# Special Events

We welcomed students from the Burrell College of Osteopathic Medicine for clinical rotations



Ribbon cutting for new CT scanner



September 16, 2023, was declared Artesia Heart Walk Day



On September 22, 2023, AGH hosted a PAD Month event

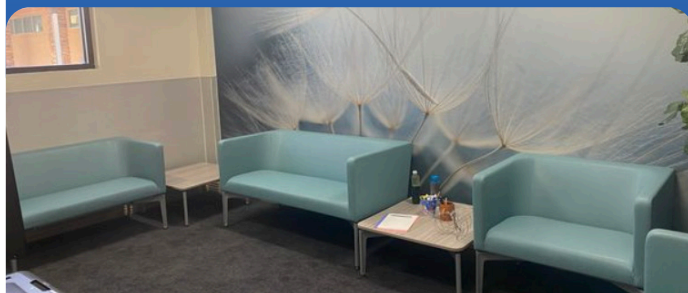
**September is  
PAD Awareness Month**



Free Screenings September 21

Artesia General Hospital **AGH**

Behavioral Health  
open house



# Promoting Our Work

## Close to Home Campaign



**You don't have to drive hours for the care you need.**

Artesia General Hospital **AI** | Learn more at: [artesiageneral.com/closer](https://artesiageneral.com/closer)

ORTHOPEDICS | SPORTS MEDICINE  
PAIN MANAGEMENT | WOUND CARE



**Your destination for health, here in Carlsbad.**

ENDOCRINOLOGY | FAMILY PRACTICE | ORTHOPEDICS | PAIN MANAGEMENT

Artesia General Hospital **AI** [artesiageneral.com/carlsbad](https://artesiageneral.com/carlsbad)

## AGH Close to Home Campaign Billboard

**Specialized Care Close to Home**



ORTHOPEDICS | PAIN MANAGEMENT | INFUSION SERVICES | ENDOCRINOLOGY

**You don't have to drive hours for the care you need.**  
Learn more about how we can help you get back to doing the things you love!

Request an appointment and learn more at:  
[artesiageneral.com/closer](https://artesiageneral.com/closer)

Artesia General Hospital **AI**

# Mammography Campaign

## 15 Minutes Could Save Your Life

Proudly offering Genius™  
3D Mammography™  
for better, earlier  
detection and more  
accurate results



Artesia General Hospital **AH**

1.855.RAD.EXAM  
[artesiageneral.com/radiology](http://artesiageneral.com/radiology)

# Mammogram and Imaging Campaign

# Open MRI Campaign

## Carlsbad Open MRI & Imaging Center

*Experience Advanced Imaging*

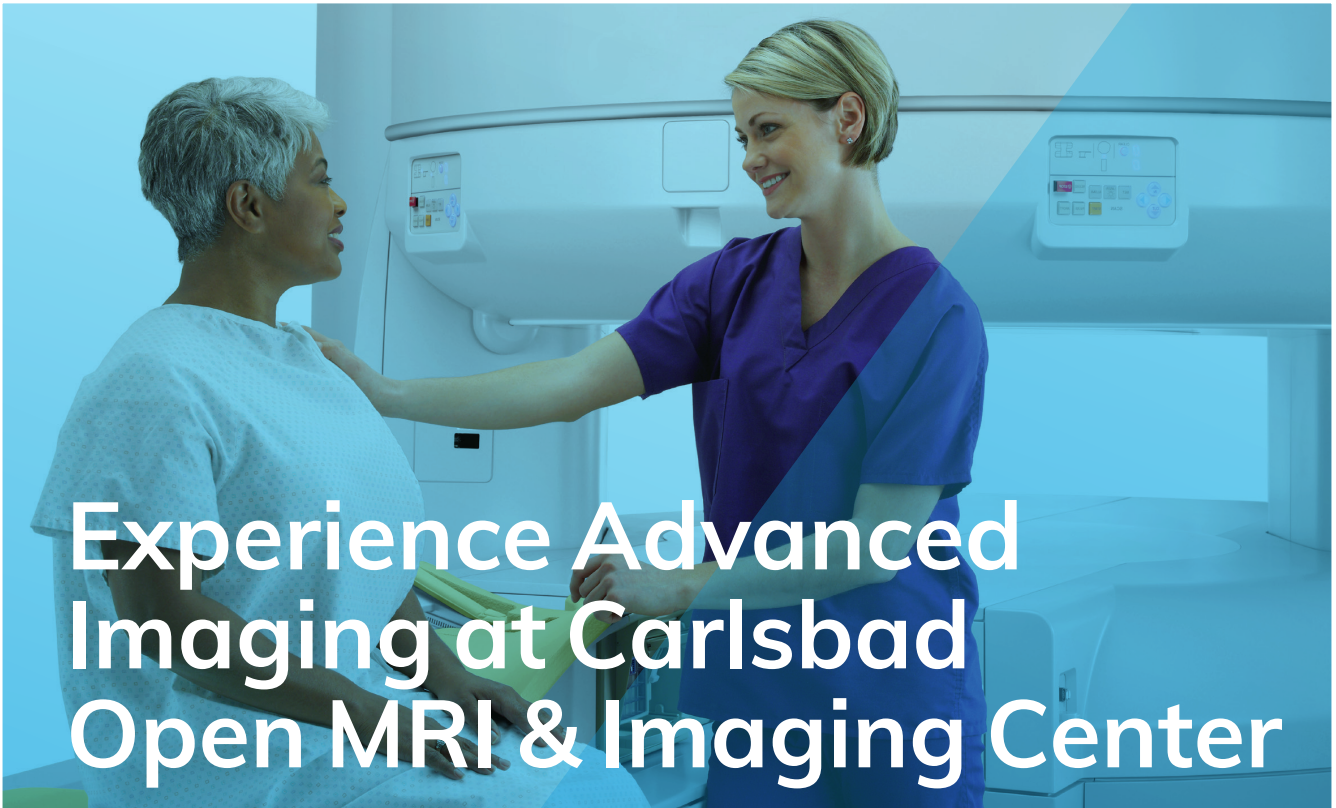
*Digital x-ray services now available!*



Artesia General Hospital **AH**  
Artesia Healthcare Professionals

575.628.1234  
[artesiageneral.com/openmri](http://artesiageneral.com/openmri)

# Carlsbad Open MRI Billboard



# Experience Advanced Imaging at Carlsbad Open MRI & Imaging Center

## Now offering digital x-ray services

The Carlsbad Open MRI & Imaging Center, an outpatient department of Artesia General Hospital, offers diagnostic imaging services in a friendly, patient-centered environment.

Our state-of-the-art technology helps your physician diagnose a wide range of medical conditions both quickly and accurately.

We are proud of our Open MRI machine that provides high-quality images while ensuring maximum patient comfort. Open MRI is ideal for people who may feel claustrophobic or anxious in a traditional MRI machine or who fit more comfortably in the spacious open format.

Talk to your provider for a referral!



### IMAGING SERVICES:

- Open MRI
- MRA
- Ultrasound
- NEW! Digital x-ray

1410 N. 8th St., Suite A  
Carlsbad, NM 88220  
575.628.1234

Learn more at  
[artesiageneral.com/openmri](http://artesiageneral.com/openmri)



Artesia  
General  
Hospital  
***is a place  
of healing.***

We have a  
**ZERO  
TOLERANCE  
POLICY**  
for all forms for  
workplace violence.

Examples of workplace  
violence include:

- Physical assault
- Verbal harassment
- Abusive or aggressive behavior
- Sexual language
- Threats

**Incidents may result  
in removal from  
this facility and/or  
prosecution.**

Artesia General Hospital  
administration supports  
any staff member who  
wishes to press charges  
against workplace  
violence they encounter  
while caring for patients.

# Promoting Our Work

## Place of Healing Campaign

# Artesia General Hospital *is a place of healing.*

Our staff has the right to be treated with dignity and respect at all times. **Physical and verbal abuse will not be tolerated.** Thank you for respecting this policy and contributing to a safe and caring environment.

### No Recording Without Consent



No Photos



No Videos



No Audio

To protect the privacy of patients, visitors, and staff, the use of recording devices is prohibited without consent. We reserve the right to review media recorded at Artesia General Hospital to protect patient privacy.

## Carlos Olivas Spanish Behavioral Health Services



“Me apasiona brindar atención de salud mental y conductual en español.

Crecí en México y entiendo de primera mano el valor de recibir servicios de atención médica en el idioma nativo de uno.”

Carlos Olivas,  
MSN, PMHNP-BC

Artesia General Hospital

### Apoyo para la salud mental en español



Carlos Olivas,  
MSN, PMHNP-BC

# Promoting Our Work

## Artesia Daily Press House Call Features

Artesia General Hospital  
**House Call**  
A MONTHLY EDITORIAL ABOUT YOUR HEALTH with Marshall Baca, MD



Artesia General Hospital  
**House Call**  
A MONTHLY EDITORIAL ABOUT YOUR HEALTH with Laurie Crockett, FNP



Artesia General Hospital  
**House Call**  
A MONTHLY EDITORIAL ABOUT YOUR HEALTH with Frances Murray, RRT



## Emergency Room Services Campaign

### AGH ER Campaign Billboard

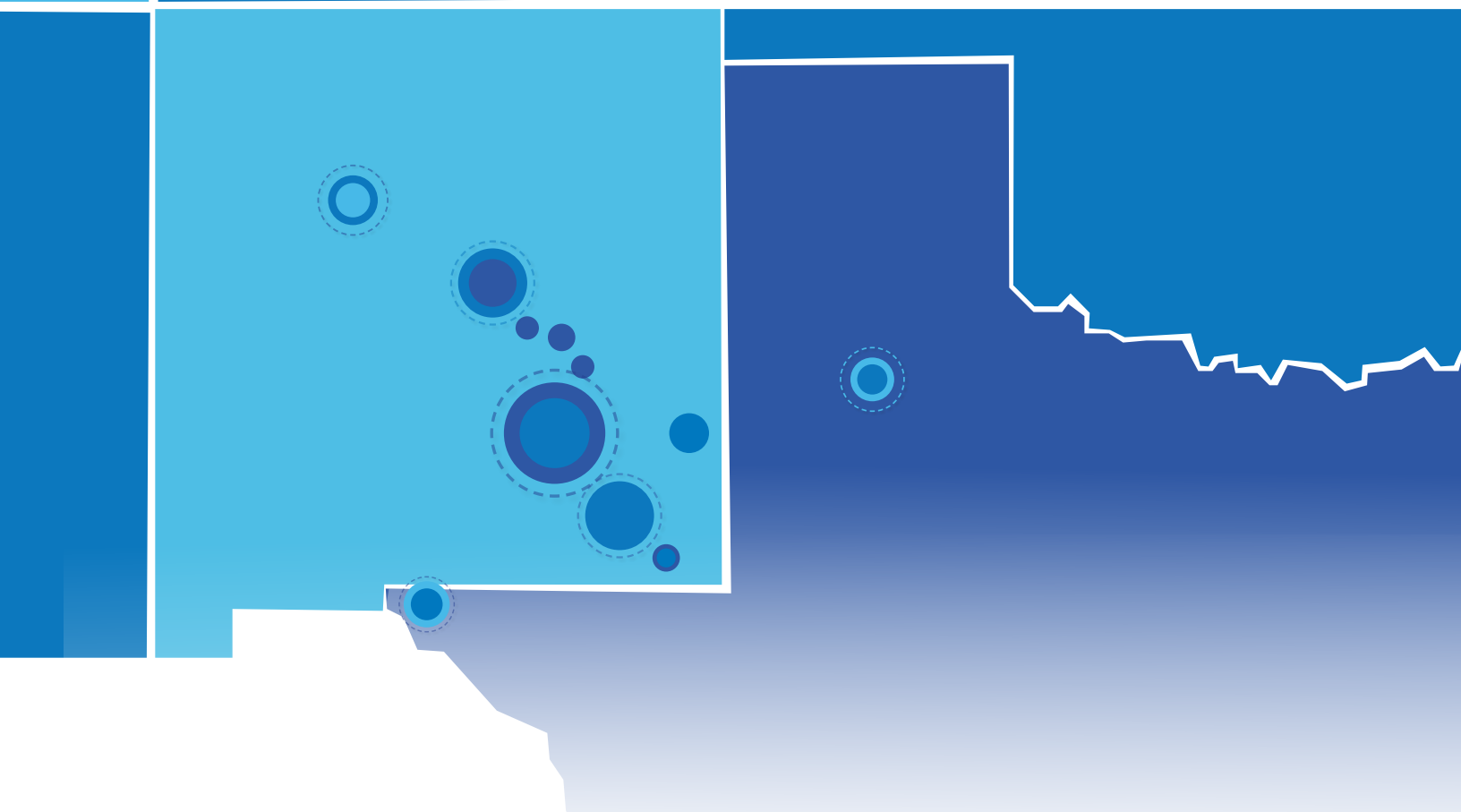


*We are...*  
**Your Emergency Team**

Artesia General Hospital  [artesiageneral.com](http://artesiageneral.com)



# Artesia General Hospital's Reach



## Top Audience Locations

1. Artesia, NM
2. Carlsbad, NM
3. Roswell, NM
4. Albuquerque, NM
5. Hobbs, NM
6. Lubbock, TX
7. Dexter, NM
8. Hagerman, NM
9. Loving, NM
10. El Paso, TX

# Social Media Insights

## Overall Analytics

Artesia General Hospital reached

# 123.9K

users in 2023, which is a **24.9% growth year over year**

# 56.8K

organic search

# 59.7K

paid search

# 11.4K

total likes, comments, shares and replies

## Post Highlights

### Carlos Olivas:

Spanish behavioral health services

**Artesia General Hospital**  
Published by Heidi Grace Bush • August 23, 2023

Carlos Olivas está certificado y avalado por la American Nurses Credentialing Center como enfermero practicante de salud mental y psiquiátrica y se especializa en el cuidado de personas de todas las edades en una variedad de condiciones.

Es originario de México con fluidez en español, y se dedica a trabajar con usted para crear un plan de tratamiento personalizado.

Solicite una cita en persona o de telesalud con Carlos hoy en



“Me apasiona brindar atención de salud mental y conductual en español.

Crecí en México y entiendo de primera mano el valor de recibir servicios de atención médica en el idioma nativo de uno.”

Carlos Olivas,  
MSN, PMHNP-BC

Artesia General Hospital **AH**

ARTESIAGENERAL.COM

[Online Appointment Request - Behavioral Health](#)

[Learn more](#)

# 69.3K

Impressions

**Artesia General Hospital**  
Published by Heidi Grace Bush • September 1, 2023

Carlos Olivas ofrece apoyo para la salud mental en español.

“Mi objetivo es derribar ciertas barreras brindando atención compasiva y culturalmente competente para nuestra comunidad hispana.”

Solicite una cita en persona o de telesalud con Carlos hoy en



ARTESIAGENERAL.COM

**Carlos A. Olivas, MSN, PMHNP-BC**

Carlos A. Olivas, MSN, PMHNP-BC specializes in behavioral health for all ages at Artesia General Hospital in Artesia, NM.

# 16.3K

Impressions